

Message Text

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POUCHED TO ALL CONSULS IN CANADA

E.O. 11652: N/A

TAGS: BEXP, CA

SUBJECT: FY 1976 CCP: FIRST QUARTER REVIEW

USIA /IWE

1. COMMERCIAL OFFICER STAFF VACANCIES, PARTICULARLY IN TORONTO, ALONG WITH THE NORMAL SUMMMER LEAVE AND TRANSFER DISRUPTION AND THE FACT THAT THE CCP WAS NOT APPROVED UNTIL ALMOST THE END OF THE QUARTER DID NOT PROVIDE THE OPTIMUM FRAMEWORK FOR ACCOMPLISHING THE SPECIFIC QUARTERLY TARGETS. THIS WAS PARTICULARLY TRUE WITH REGARD TO ANNEX A- POLLUTION CONTROL EQUIPMENT AND SYSTEMS. HOWEVER, OF THE EIGHT CAMPAIGNS, TWO WERE ABOVE THEIR TARGETS, THREE BELOW, AND THREE ON TARGET.

2. ABOVE TARGET:

ANNEX B- MATERIALS AND EQUIPMENT FOR THE CONSTRUCTION INDUSTRY

ALTHOUGH THE QUARTER'S OBJECTIVES DID NOT CALL FOR ANY TOS TO BE DEVELOPED, TWO WERE SUBMITTED BY MONTREAL AND THE MARKET SURVEY TO BE COMPLETED BY VANCOUVER IN THE SECOND QUARTER WAS COMPLETED DURING THE FIRST QUARTER. ANNEX C- PROCESS CONTROL INSTRUMENTATION. CONTACT LISTS AND SOURCES OF DATA WERE PREPARED
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BY ALL POSTS PARTICIPATING. MAILING OF CONTACT

LETTERS WERE ALSO COMPLETED EXCEPT THAT MONTREAL INTENDS SPREADING MAILING OVER FOUR QUARTERS RATHER THAN COMPLETE THE MAILING IN THE FIRST QUARTER, AND VANCOUVER, AFTER A CONTROLLED TEST OF LETTER FOLLOW-UP, DECIDED TO USE TELEPHONE FOLLOW-UP. ONLY THREE TOS WERE SCHEDULED, BUT TWELVE ACTUALLY WERE COMPLETED--HALF THE TOTAL PLANNED FOR THE ENTIRE FY, AND THREE U.S. FIRMS EXPOSED TO NEW CUSTOMERS ALTHOUGH NONE HAD BEEN SCHEDULED.

3. BELOW TARGET:

ANNEX A- POLLUTION CONTROL EQUIPMENT AND SYSTEMS. A MINI-MARKET SURVEY WAS COMPLETED BY TORONTO, BUT NO TOS WERE DEVELOPED OR AGENCY AGREEMENTS SIGNED.

ANNEX E- BUSINESS EFFICIENCY, SECURITY AND INVENTORY CONTROL EQUIPMENT

ON SCHEDULE AS FAR AS PREPARATION OF CONTACT LISTS, BEHIND SCHEDULE ON NUMBER OF TOS DEVELOPED (NONE DEVELOPED OF THE FOUR PLANNED); HOWEVER, ONE U.S. FIRM WAS EXPOSED TO NEW CUSTOMERS ALTHOUGH NONE HAD BEEN SCHEDULED.

ANNEX F- FOOD PROCESSING AND PACKAGING EQUIPMENT. TWO OF THREE TOS DEVELOPED, BUT THREE FIRMS EXPOSED TO NEW CUSTOMERS. VANCOUVER CONTACTED FIRMS IN GREATER VANCOUVER AREA, BUT RESULTS WERE POOR.

4. POSTS CONTINUE TO QUESTION THE RELEVANCE OF NUMERICAL TARGET IN "PROMOTING THE SIGNATURE OF AGENCY AGREEMENTS". IS IT NECESSARY THAT THE AGENCY AGREEMENT BE SIGNED OR THAT THE POST SIMPLY PROMOTE ITS SIGNATURE? THE POSTS HAVE NO CONTROL OVER THE SIGNING OF THE AGREEMENTS AND WILL NOT EVEN BE AWARE IN MANY CASES WHETHER AGREEMENTS HAVE BEEN SIGNED. CLARIFICATION IS REQUESTED AS TO UNCLASSIFIED

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WHAT EXACTLY SHOULD BE COUNTED UNDER THIS HEADING. PORTER

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